

Chapter 3:

Plan Framework

“True communities do not just occur; they are born of a vision”

Introduction

This chapter of the Clewiston CRA Community Redevelopment Plan discusses the CRA’s land use patterns and trends and addresses future redevelopment of the CRA.

This information is designed to help the CRA advisory Board and the Clewiston City Commission sitting as the CRA Board make informed decisions about how to grow in the future.

Location

Clewiston, Florida is located in Eastern Hendry County, in Florida’s rural interior on the southwest shore of Lake Okeechobee, 26.75N -80.94 W, 61 miles west of West Palm Beach and 62 miles east of Fort Myers. It is the larger of two incorporated cities in Hendry County, the other being LaBelle. U.S. Highway 27, which in Clewiston is SR80, bisects the city. U.S. Highway 27 is Florida’s central artery from Tallahassee to Miami.

Brief History

The first inhabitants of Clewiston were local Indians who camped on the shores of Lake Okeechobee and fished for the lake’s abundance of fish. This is still a major draw to the region, with modern fishermen taking advantage of the Roland Martin Marina and Resort as well as other fishing guides. The current site of the U.S. Army Corps of Engineers regional office served as a base of operations for scores of professional fishermen as late as the 1920's.

The Clewiston area also attracted its share pioneer farmers, most notably a temporary settlement of Japanese farmers who began to grow vegetables in the fertile lakeside soil in about 1915. The first permanent development was undertaken in 1920 by John and Marion O'Brien and Tampa banker Alonzo Clewis, who purchased a substantial tract of land surrounding the lakeshore and established a town. The O'Briens and Clewis soon had a railroad line, the M. H. and C., built to connect Clewiston with the Atlantic Coast Line terminus at Moore Haven. They commissioned the well-known town planner from

Figure 3.1
Venture Ave Corridor



Boston, John Nolen, to create a plan for the city. The firm of Elliott and Harmon from Peoria and Memphis was retained to survey, map and direct construction of the streets and canals. Many of the early settlers remained to become permanent residents, founding schools and churches, opening stores and establishing other businesses and professional services.

Within a few years, the rich muck lands around Clewiston attracted a group of Midwesterners interested in emulating the successful cultivation of sugar cane already undertaken on the lake's eastern shore by F. Edward Bryant. Extensive sugar cane plantations were laid out and the first crops were so rich and abundant it was easy to envision Clewiston's future as a sugar center.

Following two disastrous storms in 1926 and 1928, the U.S. Army Corps of Engineers carried out a federal project to help control the waters of Lake Okeechobee. This created even more land suitable for cultivation and put Clewiston well on the road to achieving its status as the heart of the United States sugar bowl.

During the 1930's, Clewiston's population continued to grow and the town's commercial and social activities gradually became more diversified. By the onset of World War II, British Flying Training School Number Five was established at nearby Riddle Field. In the 1950's and 1960's, citrus, winter vegetables, and cattle had become important to the economic growth of the area.

In recent years, freezes in north Florida caused more acreage to be being planted in citrus. Hendry County has more citrus trees than any county in Florida. However, Clewiston's largest industry was and is sugar. The town has become known as "America's Sweetest Town," thanks to the activities of the U.S. Sugar Corporation.

Clewiston's location on U.S. 27 places it at an important travel crossroads, and the seasonal influx of tourists from colder climates has helped swell the community's population. Many former tourists have chosen to make this pleasant little town their year-round home. The city population is about 6,500 with a zip code population of 19,000.

Lake Okeechobee still abounds in huge bass and vast numbers of other fish. And in continuing its Indian heritage, Clewiston has become a nationally renowned sport fishing center with tourist accommodations available all year. Clewiston's temperate climate and tranquil palm-filled vistas make it a town for all seasons.

Over time, urban entropy in the city core has produced an unavoidable effect: the amount of developable vacant (greenfield) land dwindled and the amount of redevelopable (greyfield) land increased. It is important to note that the city has a unique developable greenfield situation in that there are a large number of parkland acres which were given to the city by U.S. Sugar. Due to contractual clauses, the ownership of this land would revert back to U.S. Sugar should the land be developed. Therefore, the CRA is approaching build-out, a condition in which virtually no significant developable greenfield parcels remain. The CRA has a number of greyfield sites which require

significant investment in debris removal and remediation before they can be redeveloped. New population growth will be accommodated through infill construction and redevelopment of older properties, often at higher densities and intensities. Effective redevelopment planning will build upon existing development framework, directing growth into areas where it can be appropriately accommodated.

Key Influences

The following influences will appear as recurring themes throughout the Community Redevelopment Plan:

- HWY 27
- Lake Okeechobee
- Canal
- US Sugar Corporation;
- S.C.L.R.R.

Primary Employment

Maintaining a robust supply of high-wage primary employers is critical to the CRA's economic future. This task has become more difficult with build-out and a dwindling supply of greenfield land. If redevelopment efforts are to be successful, they must address these economic development issues.

- US Sugar
- Agriculture
- Tourism

The Regional Context

Hendry County was originally part of St. Johns County (established by President Andrew Jackson on July 12, 1821) and became Hendry County on May 1923. Hendry County is named for Captain Francis Ashbury Hendry, (1833-1917) one of the first settlers to the area.

Hendry County is a mix of developed and rural land, however much of the county is still rural. The country is known for its natural areas and recreation. Both residents and tourists enjoy biking, hiking, birding, camping, horseback riding, canoeing, boating, golfing, fishing, and hunting. Hendry County's primary industries are sugar cane, vegetables, citrus cattle, tourism and fishing. Hendry County went through a Visioning Process from February to May of 2006, the results of which are presented in Appendix B.

The Urban Context

The “Florida grown movement”, or New Urbanism, originated with Andres Duany and Elizabeth Plater-Zyberk’s plan for Seaside. This New Urbanism movement can be traced to Clewiston’s original Land Planner, John Nolen. New Urbanism has invigorated city planning by invoking the tradition of American civic design to solve the conundrum of suburban sprawl.

Many Americans in the late nineteenth century came to recognize that their towns and cities were ugly and unfinished compared to their European counterparts. The result was the City Beautiful movement, which beautified cities through the use of trees, parks, sidewalks, public art and buildings worthy of a great republic. They varied in ambition and architectural style, but each was an exercise in the comprehensive planning of a substantial tract of undeveloped land.

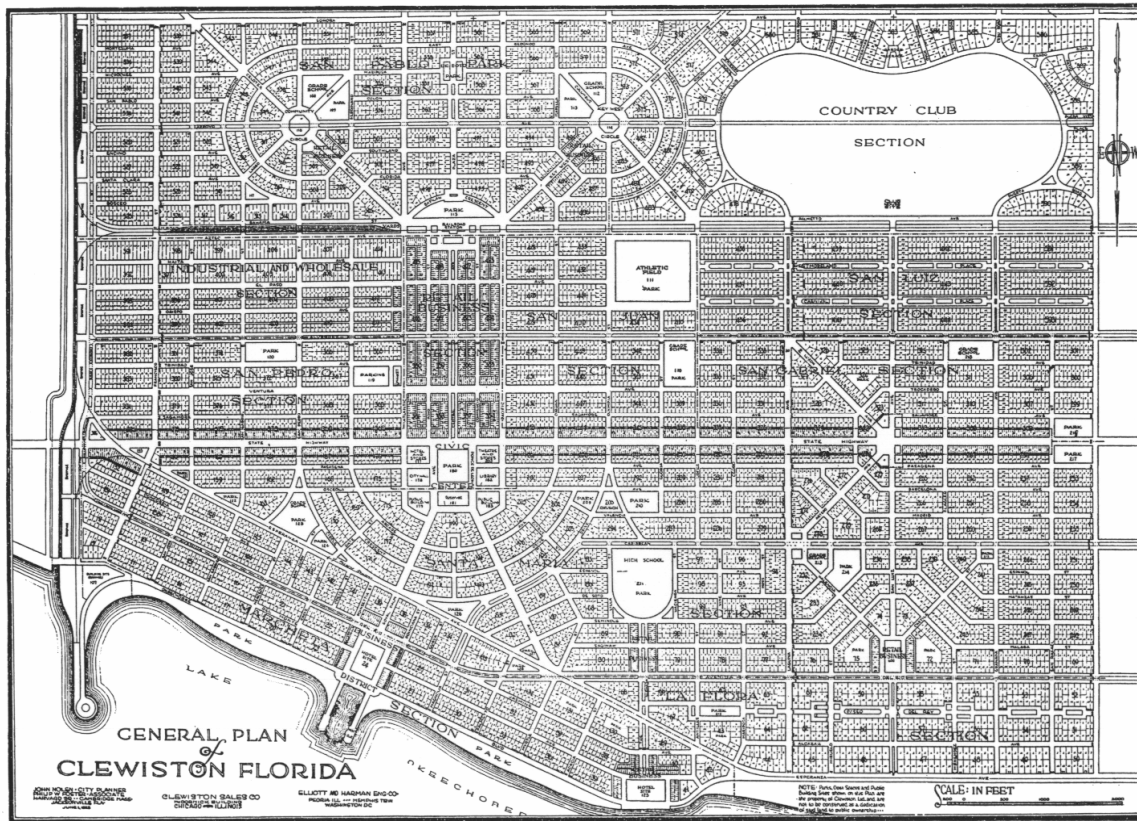
John Nolen served as the president of the National Commission on City Planning and already had contracts to design several cities in Florida when he became involved in Clewiston’s future development. His philosophy was that new towns could offer pleasant and healthy alternatives to the congestion of large cities. The O’Brians and Alonzo Clewis sought his services in about 1923. Nolan’s general plan for Clewiston is dated June 1, 1925. By the time he became involved with Clewiston, Nolen had edited two books and written two others, including City Planning. He had also published over 50 articles and plans and presided over the nation’s largest planning firm. Nolen’s vision of Clewiston was a “farm-city” on the south shore of Lake Okeechobee.

Nolen adopted a Mediterranean theme of architecture and street naming. Although based on a standard grid, the monotony was broken through the careful placement of curvilinear boulevards and parks. The original Central business district was moved from Central Avenue to Highway 80 in 1931. Many businesses have sprawled out along the highway, leaving no central business node. The types of business have changed to highway commercial and auto-oriented drive-through convenience stores. This has left the CBD in a state of flux with no sense of place. Sugarland Highway was designed to have a landscaped median.

Nolen made written comments to the developers of Clewiston emphasizing the need for guidance in architectural design and proposed design review. He recommended that a Mediterranean style of architecture be used, featuring arcades and stucco; he stressed uniformity in street appearance by regulation. His detailed notes on streetscaping were specific down to the type of streetlights to be installed.

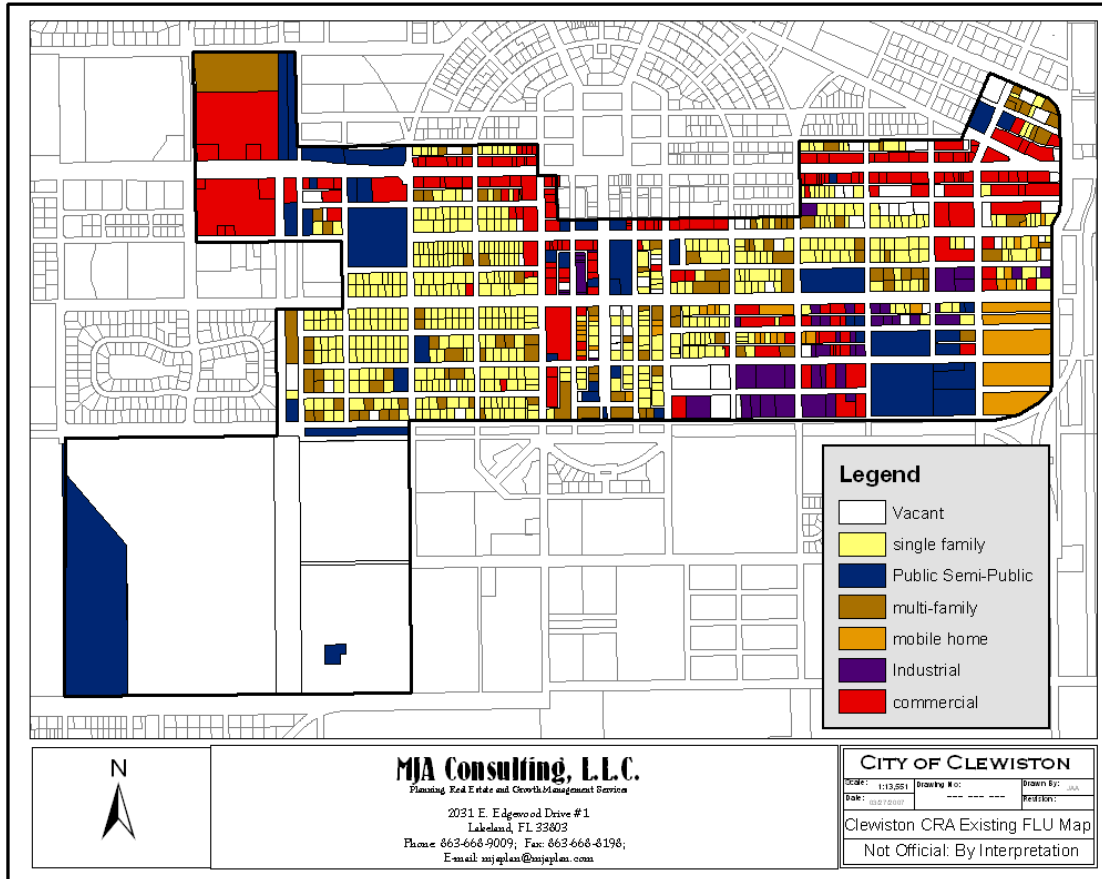
Nolen remained as consultant to the city for a number of years and much of his vision was achieved. Nolen’s plan has remained generally intact and the City of Clewiston has the opportunity to continue to retain and further utilize this plan. The expressed philosophy of Nolen’s plans was to protect the private homeowner and provide for increased property values over time, both monetarily and aesthetically.

Figure 3.2
Original Nolen Plan



The Clewiston Community Redevelopment Area is an urban complex, an idea made up of many interconnecting functions and traits by which it was identified. Although all parts of the CRA interconnect to the others, as well as being interconnected with the city and the region as a whole, it is often a good idea to break the whole down into separate parts so that specific solutions can be applied to specific problems. The challenge is determining how to divide the CRA into identifiable sub-parts.

Figure 3.3
CRA Future Land Use Map



The Clewiston CRA has experienced several levels of assessment which have gathered information on the area, including personal interviews, community visioning, windshield surveys, and so on. Analysis of the data relies on clustering common cultural characteristics of an area such as: building types and functions, property values and ownership, and transportation infrastructure. The community's cultural characteristics provide place legibility; that is, they enable planners to identify areas geographically. The areas identified by the analysis of the CRA are referred in this plan as Design Districts. The CRA Design Districts are a tool to aid planners in targeting specific implementable tactics for the redevelopment of the CRA. This analysis does not include a social analysis, which would identify neighborhoods or communities within the CRA.

The CRA Design Districts are readily identified by their sub elements: paths, nodes, edges, districts and landmarks. These define the variety and function of different CRA

design districts and emphasize the detection of distinctive yet interconnected and complementary sub-elements of the CRA.

1. Paths

Paths are the channels along which the observer customarily, occasionally, or potentially moves. Paths may be streets, walkways, transit lines, bicycle paths, railroads etc. For many people, paths are the predominate elements in their image of the city. People observe the city while moving through it, and along these paths the other environmental elements are arranged and related.

2. Nodes

Nodes are points, the strategic spots in a city into which an observer can enter, and which are the intensive foci to and from which he is traveling. They may be primarily junctions, places of a break in transportation, a crossing or convergence of paths, moments of shift from one structure to another. Or the nodes may be simply concentrations, which gain their importance from being the condensation of some use or physical character, as a street-corner hangout or an enclosed square. Some of these concentration nodes are the focus and epitome of a district, over which their influence radiates and of which they stand as a symbol. They may be called cores. Many nodes, of course, partake of the nature of both junctions and concentrations. The concept of node is related to the concept of path, since junctions are typically the convergence of paths, events on the journey. It is similarly related to the concept of district, since cores are typically the intensive foci of districts, their polarizing center. In any event, some nodal points are to be found in almost every image, and in certain cases they may be the dominant feature.

3. Edges

Edges are the linear elements not used or considered as paths by the observer. They are the boundaries between two phases, linear breaks in continuity: shorelines, railroad cuts, edges of development, walls. They are lateral references rather than coordinate axes. Such edges may be barriers, more or less penetrable, which close one region off from another or they may be seams, lines along which two regions are related and joined together. These edge elements although probably not as dominant as paths, are for many people important organizing features, particularly in the role of holding together generalized areas, as in the outline of a city by water or wall.

4. Districts

Districts are the medium-to-large sections of the city, conceived of as having two-dimensional extent, which the observer mentally enters "inside of," and which are recognizable as having some common, identifying character. Always identifiable from the inside, the area also used for exterior reference if visible from the outside. Most people structure their city to some extent in this way, with individual differences as to whether paths or

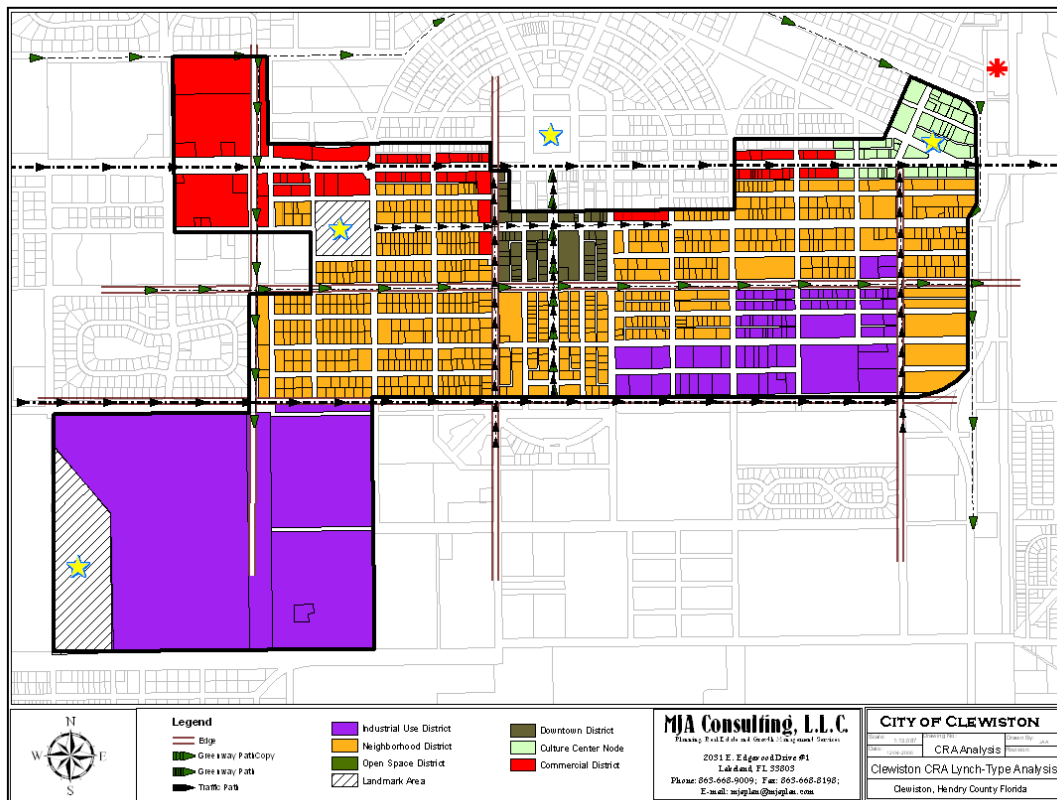
districts are the dominant elements. It seems to depend not only upon the individual but also upon the given city.

5. Landmarks

Landmarks are another type of point-reference, but in this case the observer does not enter within them, they are external. They are usually a rather simply defined physical object: building, sign, store, or mountain. Their use involves the singling out of one element from a host of possibilities. Some landmarks are distinct ones, typically seen from many angles and distances, over the tops of smaller elements, and used as radial references. They may be within the city or at such a distance that for all practical purposes they symbolize a constant direction. Such are isolated towers, golden domes, and great hills. Even a mobile point, like the sun, whose motion is sufficiently slow and regular, may be employed. Other landmarks are primarily local, being visible only in restricted localities and from certain approaches. These are the innumerable signs, store fronts, trees, doorknobs, and other urban detail, which fill in the image of most observers. They are frequently used clues of identity and even of structure, and seem to be increasingly relied upon as a journey becomes more and more familiar.

(Kevin Lynch, The Image of the City, 1960)

Figure 3.4
Clewiston CRA Analysis



The CRA was analyzed in depth as to its structures and functions, for its “place legibility” by identifying paths, nodes, edges, districts and landmarks. Districts are structured with nodes, defined by edges, penetrated by paths and sprinkled by landmark elements, which regularly overlap and pierce each other. The analysis begins with the differentiation of the data into categories and then reintegrates into a whole image, which is referred to here as a CRA District.

Some of the CRA design districts are already recognized as neighborhoods. Places within these CRA design districts may be further differentiated in terms of physical design and land use characteristics. The full place legibility analysis is appended to this document.

Paths/Corridors

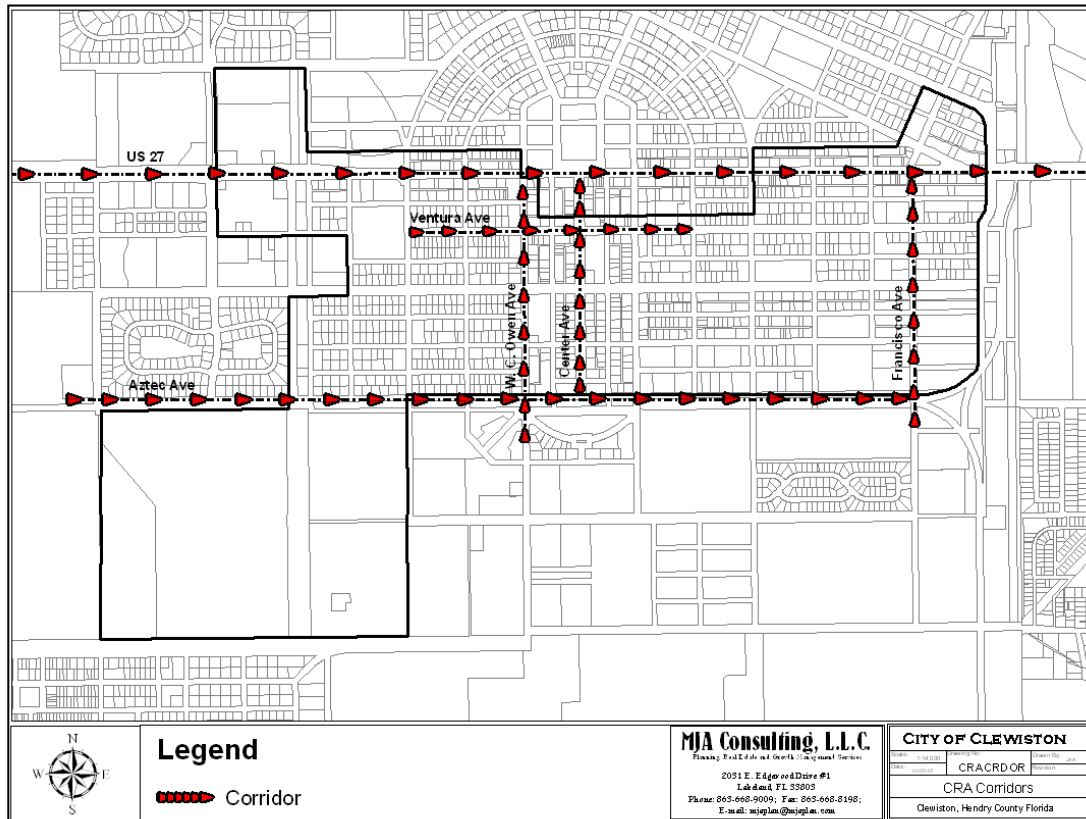
Upon analysis of the edges within the CRA, seven major paths were revealed. These paths each follow a linear route containing various land uses and streets. Development that draws access and identity from a street is often referred to by the name of that street. For the purposes of this document the major paths and edges of development will be known as corridors and referred to by the major road that runs through them.

Corridors can serve as an organizing element for the CRA, helping to establish a vision for the future, coordinate improvement actions, provide guidance to land owners and developers, and respond to local transportation improvement. These corridors can be used to identify how best to organize land use and related services within a continuous linear area based upon the influence of public improvement.

Major corridors are apparent within the CRA.

- A. Sugarland Highway Corridor
- B. Ventura Ave. Corridor
- C. W.C. Owen Avenue Corridor
- D. Francisco Street Corridor
- E. Aztec Street Corridor
- F. Olympia Street Corridor
- G. Central Avenue Corridor

Figure 3.5
CRA Corridors



A. SUGARLAND HIGHWAY CORRIDOR

Sugarland Highway is an expressway designed to accommodate significant portions of inter-regional travel.

The design elements proposed for the length of the corridor include street trees, planted medians, and street signs. Proposed street trees should be located along the edges of the corridor and in medians to unify the corridor. Directional monuments, roadway approach signs and public art incorporated into the identified key intersections will clarify direction and reinforce hierarchy along the corridor.

To emphasize entry into the downtown core, planters and enhanced crosswalks should be introduced at key intersections such as Berner Rd, Olympia Street, W.C. Owen Ave, Central Ave, San Pedro St and Francisco Street. The design for these intersections and proposed signage should be addressed in the greatest detail in the signage plan and coordinated with the design guidelines.

Key Intersections:

1. **Hwy 27 and Francisco:** An entry to the Marcheta Waterfront Commercial District.
2. **Hwy 27 and San Pedro:** An entry to the San Pedro Neighborhood District.
3. **Hwy 27 and Central Ave:** An entrance into the CBD.
4. **Hwy 27 and W.C. Owen:** An entrance into the CBD.
5. **Hwy 27 and Olympia:** An entrance to the San Juan Neighborhood District.
6. **Hwy 27 and Berner Road:** An entrance into the Commercial District.

Key Intersection Goals:

- Create an arrival experience and clarify direction.
- Enhance the character of the corridor with planted median (with FDOT).
- Reinforce the identity of Clewiston.
- Minimize negative visual impacts.
- Encourage a fluid moving arterial street.
- Create a visual transition between districts.

Implementation:

- Start a conversation with Florida Department of Transportation by creating median as a traffic calming device, to extend the entry experience by incorporating street trees, planted medians and street signs.
- Emphasize the intersection by introducing additional elements to include roadway approach signs, directional monuments and public art.
- Incorporate elements, in addition to those proposed for the length of the corridor, to transition from suburban into the urban environment.

B. VENTURA AVENUE CORRIDOR

Ventura Ave is a road segment that is classified as a path from Olympia Street to San Diego Street. This corridor is by default the community's main street because it bisects the Central Business District, the municipal buildings are there, and the speed of traffic on the Sugarland Highway is so fast. Ventura can be made attractive for restaurants and specialty shops and services by creating mixed uses within this currently commercial

corridor. The corridor should be pedestrian friendly, safe and walkable with goods and services available to residents for 14 to 16 hours a day. It is expected that signage and place making efforts will make this corridor more accessible to highway travelers if it is to become an attractive destination.

The elements proposed for the length of the corridor include street trees, street signs, brick paving and historic light fixtures. Existing historic light fixtures should be supplemented to extend the length of the corridor. Sidewalks should be enhanced with brick pavers to reinforce the pedestrian environment. This corridor has the potential for commercial redevelopment as a specialty shopping district and focal point for festivals and special events.

The key intersection of Central Ave and Ventura Ave should be emphasized to define it as the heart of the Central Business district of Clewiston. The intersection should include directional monuments roadway approach signs, crosswalks, planters and public art. The concept design solution for this intersection suggests a public art project for the median of the Boulevard. In addition, the proposed signage for this entry should be addressed in greater detail in the sign plan and coordinated with the design guidelines document.

Key Intersections:

1. **Ventura and Olympia:** The Ventura terminus at the Hendry Medical Center Node.
2. **Ventura and WC Owen:** An entrance to the CBD.
3. **Ventura and Central Ave:** The heart of the CBD.
4. **Ventura and San Benito St:** An entrance to the CBD.
5. **Ventura and Francisco:** The effective eastern terminus of Ventura Ave Corridor.

Key Intersection Goals:

- Extend the “Central Business District of Clewiston” outward from the intersection of Central and Ventura.
- Create an image for the central business district through streetscape and furniture and reinforce the story of Clewiston.
- Clarify direction (way finding).
- Encourage pocket parks and small plazas.
- Encourage sidewalks wide enough for two and three people to walk.

- Encourage on-street parking and surface parking located to the side and rear of buildings.
- Encourage sidewalks and street connections to adjacent residential neighborhoods.
- Create a visual transition between districts.

Implementation:

- Incorporate elements that define the intersection and reinforce connection to the downtown.
- Integrate a public arts project to the intersection.
- Orient building display windows and entries toward the street.
- Locate parking to the side or rear of buildings.
- Create intentional public gathering opportunities through such elements as planned open spaces or widened sidewalks.

C. W.C. OWEN AVENUE CORRIDOR

W.C. Owen Ave is an arterial that is classified as a path from Hwy 27 to Sonora/Georgia Aves. The path is flanked by strip commercial and office development and is impacted by traffic congestion. The elements proposed for the pathway should reinforce an urban pedestrian oriented environment.

Key Intersections:

1. **WC Owen and Hwy 27:** An entrance to the CBD.
2. **WC Owen and Ventura Ave:** An entrance to the CBD.
3. **WC Owen and Aztec Ave:** An entrance into the San Juan and San Pablo Neighborhood Districts

Key Intersection Goals:

- Enhance the character of the corridor;
- Reinforce the identity of Clewiston;

- Minimize Negative Visual Impacts;
- Clarify direction (way finding);
- Create a visual transition between districts.

Implementation:

- Introduce streetscaping elements for the length of the corridor including street trees, brick paving as an accent into the sidewalk pavement and street signs. Brick paving will enhance the pedestrian experience and reinforce the urban environment associated with the CBD. The design will have to recognize the limited ability to supply sidewalks due to the need to increase traffic flow.
- Consolidated commercial and business signage into pedestrian scale monuments to minimize the negative impact of visual clutter along the corridor.
- Provide for administrative buildings that due to their size and scale are best located outside of the downtown core and ancillary buildings that are within walking distance of administrative functions.

D. FRANCISCO STREET CORRIDOR

Francisco Street is a collector street that is classified as a path from the Okeechobee Dike to Sonora Ave. The corridor contains a declining retail sector and some residential properties. The corridor should be pedestrian friendly, safe and walkable with goods and services available to residents for 14 to 16 hours a day. The redevelopment must make this corridor more accessible to highway travelers if it is to become an attractive destination.

Key Intersections:

1. **Francisco and Hwy 27:** An entrance to the Marcheta Waterfront Commercial District.
2. **Francisco and Aztec Ave:** An entrance to the Industrial and Wholesale District and the San Pedro Neighborhood District.

Key Intersection Goals:

- Create a unique entrance experience.
- Reinforce the identity of the community.
- Enhance the character of the corridor.

- Mitigate Negative Visual Impacts.
- Sidewalk fronting shops, retailers and civic uses typically one to two floors in height; provisions for multifamily residential development above businesses.
- Sidewalks wide enough for two and three people to walk.
- On-street parking and surface parking located to the side and rear of buildings.
- Sidewalk and street connections to adjacent residential neighborhoods and transit connections to other areas of the community.
- Create a visual transition between districts.

Implementation:

- Introduce streetscaping elements for the length of the corridor including street trees, street signs, brick paving, and park fixtures.
- Incorporate urban pedestrian-scale elements to include crosswalks, historic light fixtures, planters, pavers and public art.
- Incorporate roadway approach signs and directional monuments at key intersection.
- Supplement the existing street tree planting and under story planting along the corridor.

E. AZTEC CORRIDOR

The Aztec Corridor runs west to east from San Luiz Ave to Francisco along the bottom of the CRA. This residential area provides a complementary mix of commercial and residential uses, which will add vitality to the area.

Key Intersections:

1. **Aztec Ave and Olympia:** An entrance to the Old Airport Industrial District;
2. **Aztec Ave and W.C. Owen Ave:** An entrance into the San Juan and San Pablo Neighborhood Districts;
3. **Aztec Ave and Central Ave:** The southern terminus of Central Avenue Corridor.

Key Intersection Goals:

- Create an arrival experience;

- Augment the character of the corridor with a supportive mixture of uses;
- Create a visual transition between districts.

Implementation:

- Extend the arrival experience, by incorporating street trees and wayfinding signage.
- Assemble land area for high quality office space at Key intersections

F. OLYMPIA STREET CORRIDOR

Olympia Street is an arterial that is classified as a path from Hwy 27 to Georgia Ave. The path is flanked by residential development to the north and proposed industrial development on its southern end. The elements proposed for the pathway should reinforce an urban pedestrian oriented environment.

Key Intersections:

1. **Olympia St and Hwy 27:** An entrance the Hendry Medical Center Node and the San Juan Neighborhood District.
2. **Olympia St and Ventura Ave:** The Ventura Corridor terminus at the Hendry Medical Center Node.
3. **Olympia St and Aztec Ave:** An entrance to the Old Airport Industrial District and San Juan Neighborhood District.

Key Intersection Goals:

- Enhance the character of the corridor.
- Reinforce the identity of Clewiston.
- Minimize Negative Visual Impacts.
- Create a visual transition between districts.

Implementation:

- Introduce streetscaping elements for the length of the corridor including street trees, street signs, brick paving, and park fixtures.

- Incorporate urban pedestrian-scale elements to include crosswalks, historic light fixtures, planters, pavers and public art.
- Incorporate roadway approach signs and directional monuments at key intersection.
- Supplement the existing street tree planting and under story planting along the corridor.

CENTRAL AVENUE CORRIDOR

Central Ave Corridor is a road segment that is classified as a path from Hwy 27 to Aztec. This corridor is the main entrance to the Central Business District. Central Ave can be made attractive for restaurants and specialty shops and services by creating mixed uses within this corridor. The corridor should be pedestrian friendly, safe and walkable with goods and services. It is expected that signage and place making efforts will make this corridor more accessible to highway travelers if it is to become an attractive destination.

The elements proposed for the length of the corridor include street trees, street signs, brick paving and historic light fixtures. Existing historic light fixtures should be supplemented to extend the length of the corridor. Sidewalks should be enhanced with brick pavers to reinforce the pedestrian environment. This corridor has the potential for commercial redevelopment as a specialty shopping and restaurant district and focal point for festivals and special events

The key intersection of Central Ave and Ventura Ave should be emphasized to define entry into the Central Business district of Clewiston. The intersection should include directional monuments roadway approach signs, crosswalks planters and public art. The concept design solution for this intersection suggests a public art project for the median of the Boulevard. In addition, the proposed signage for this entry should be addressed in greater detail in the sign plan and coordinated with the design guidelines document.

Key Intersections:

1. **Central Ave and Hwy 27:** The main entrance to the CBD;
2. **Central Ave and Ventura Ave:** The Heart of the CDB;
3. **Central Ave and Aztec Ave:** The Terminus and southern entrance to the corridor.

Key Intersection Goals:

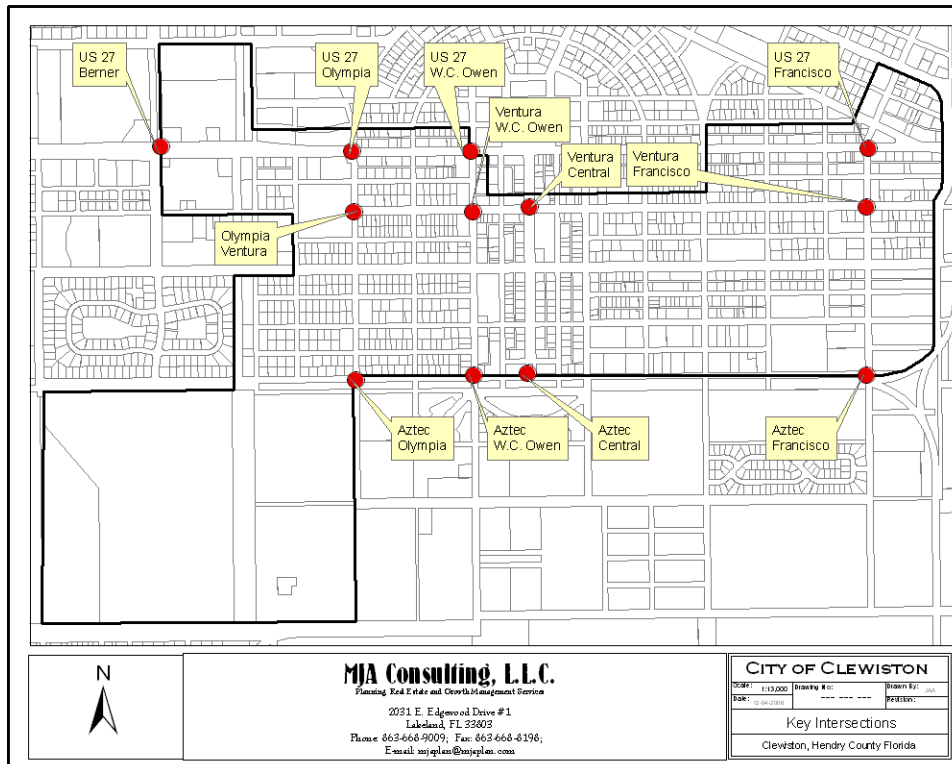
- Extend the “Central Business District of Clewiston” outward from the intersection of Central and Ventura.

- Create an image for the central business district through streetscape and furniture and reinforce the story of Clewiston.
- Clarify direction (way finding).
- Encourage pocket parks and small plazas.
- Encourage sidewalks wide enough for two and three people to walk.
- Encourage on-street parking and surface parking located to the side and rear of buildings.
- Encourage sidewalks and street connections to adjacent residential neighborhoods.

Implementation:

- Incorporate elements that define the intersection and reinforce connection to the downtown.
- Integrate a public art projects to the intersections.
- Orient building display windows and entries toward the street.
- Locate parking to the side or rear of buildings.
- Create intentional public gathering opportunities through such elements as planned open spaces or widened sidewalks.
- Create a visual transition between districts.

Figure 3.6
Key Intersections



Nodes And Landmarks

Existing Nodes and Landmarks

Travel within the CRA is directed along specific paths by the road system. Street patterns have meaning in the context of: where you are coming from and where you are going to, otherwise known as origins of a trip and the destination of a trip. The junction of streets where the highest density of traffic occurs from origins and destinations becomes known as a major crossroad or node as does a major social economic or political use like a county courthouse. Because of the high level of traffic, Nodes are frequently clusters of social, economic or political activity. In considering the distribution of nodes around the community, we need to address their location both, (a) with respect to one another (i.e. their orientation and spacing), and (b) with respect to a specific area (i.e. their density, or size distribution). Within this CRA, nodes are found at the following locations:

Nodes

Nodes are natural locations for economic development, as they already function as origins and destinations, and therefore any new development adds value to that node's

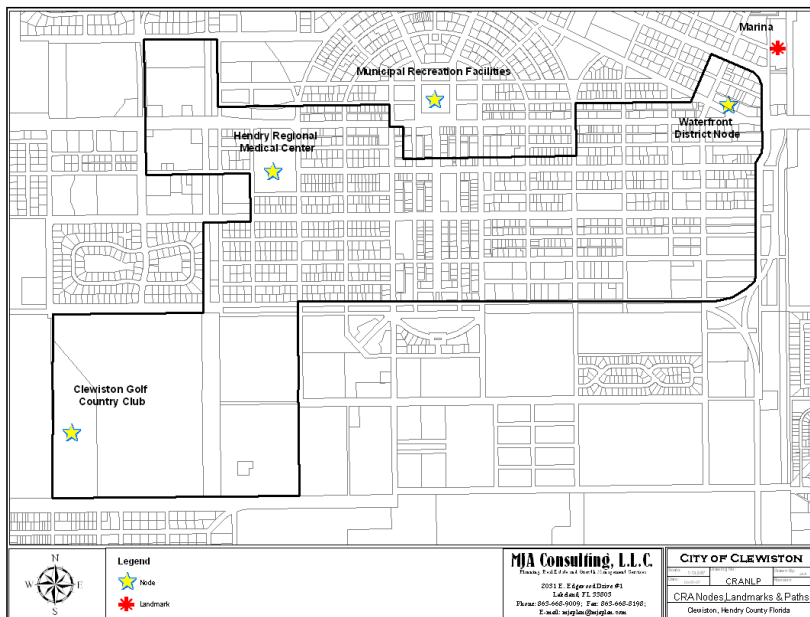
current assets. Several opportunities are suggested to enhance the CRA's current business nodes.

1. The intersection of US 27 and Francisco Ave in the Marcheta Waterfront Commercial District: A social and economic node created by traffic coming from the eastern coast converging with traffic coming off Lake Okeechobee, high density of tourist accommodations, and traffic heading to the Waterfront District.
2. The intersection of Central Ave and US 27; A social and political node created by the presence of the city's major parks and recreation facilities and other city amenities and high traffic directed through the area by the street grid.
3. The Hendry Regional Medical Center: A major political and economic node both for the City and for the surrounding area.
4. Clewiston Golf and Country Club. A social and economic node created as a recreational destination.

Landmarks

The Marina at the Marcheta Waterfront Commercial District has been identified as a landmark location in Clewiston. Playing host to numerous Bass fishing competitions, the marina is the link between Clewiston and Lake Okeechobee, a state and national landmark in its own right. This landmark and link to the lake is the essence of the Marcheta Waterfront Commercial District.

Figure 3.7
Nodes and Landmarks



Redevelopment of CRA Nodes and Landmarks

The U. S. resident, over several decades, has become increasingly sophisticated. High school and college education have become common and television has brought the world to even the remotest areas of Florida. The immigrating retiree and local interest has created a market for a diverse cultural lifestyle within the Downtown CRA. This raises the question, “Is the market demand great enough to warrant the development of brick and mortar facilities as an economic development initiative rather than the investment of capital in other worthy projects?”

Gateways

Gateways create an entry experience and include both primary and secondary gateways. Gateways are entrances into primary destination areas of the CRA. Gateways should supply a “Wow” arrival experience, provide orientation to the site, provide directions, and tell a story.

Incorporation of Gateway sites at the defined entryways to the CRA will function as a visual anchor to clearly identify the area as a gateway. Gateway sites should be composed of specific elements that provide a sense of arrival, reaffirm direction and reinforce the identity and character of the CRA.

Primary Gateways

- HWY 27 and Francisco;
- Hwy 27 and Berner Road;
- Hwy 27 and Central.

Secondary Gateways

- W.C. Owen Ave and Ventura Ave;
- San Benito St and Ventura Ave;
- Center Ave. and Aztec.

Objectives

- Identify as a major gateway;
- Announce entry into the Community Redevelopment Area;
- Visually enhance the Gateway;
- Reinforce the city identity (How the city wishes to be identified by tourists).

Proposed Elements

Gateways announce entry into the CRA by incorporating specific elements that provide a sense of arrival, reaffirm direction and reinforce the identity of Clewiston. The design each of the defined gateways may vary, although the elements comprising the gateway scene should be repeated to reinforce the concept of entry and provide continuity. Here are potential design solutions for the gateways.

Gateway Monuments

Gateway monuments should be incorporated into the design of the gateway site at both the primary and secondary gateways. The design for the monuments can be created specifically for each gateway but should share the same design vocabulary, color scheme and graphics. The monument should be reflective of the character of the gateway, appropriately scaled and legible to motorists.

Fencing

Fencing should be an integral part of the gateway site. Fencing will help to define gateways providing a backdrop that reflects the design vocabulary and reinforces Clewiston's identity.

Brick Pavers

Brick masonry is an element that is visually associated with the historic downtown. Incorporation of brick pavers in the design for the gateways will reinforce their connection to downtown and help orient the traveler. Brick enhanced crosswalks should be incorporated into the key intersections of gateway corridors. In addition, the Central Business District Streets should include brick enhanced crosswalks

Plantings

Landscaping provides an opportunity to reinforce Clewiston's connection to the agrarian countryside and to enhance the city's gateways. Trees should be located on both sides of the corridors and in medians where possible. Planters should be located on commercial corridors to visually unify the corridor and provide a pedestrian scale.

Public Art

Public art provides an opportunity to express the unique character of the corridor. Introduction of smaller scale public art projects in the identified key intersections along the gateway corridors will ensure exposure, define the character of the corridor and provide unique visual markers.

Light Fixtures

Historic light fixtures currently incorporated into the CRA should be incorporated into the gateway corridors that lead to the downtown to create a pedestrian-friendly environment and reinforce the connection to downtown. The fixtures should reflect the historic character of the older, more established corridors. New fixtures should be introduced and existing fixtures supplemented along gateway corridors. In addition, consolidation of street signage and light fixture will minimize visual clutter.

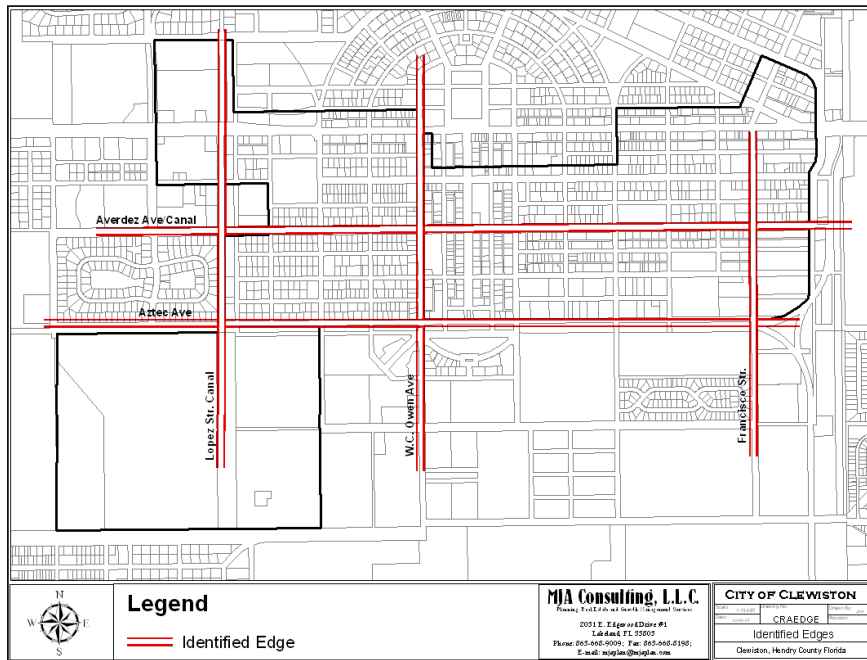
Edges

Edges serve to provide a visual or inferred boundary between contiguous districts and can assist in creating a clear transition when traveling from one district to another. By providing linear breaks in continuity, such as shorelines, railroads, edges of development, walls, etc; edges can preserve the identity of a district by acting as a buffer to other districts of different aesthetic or type. Edges may also enhance a transitional area to contiguous districts of similar type such as the Alverde Canal as it runs between the San Pablo and San Pedro Neighborhood Districts.

The following edges were identified in the Clewiston CRA:

1. The Lopez Street Canal: North of US 27 this edge provides a buffer between the Commercial District and the adjacent residential neighborhood to the east. South of US 27 the canal defines the western edge of the San Juan Neighborhood District and buffers it against the multi-family and suburban style development to the west.
2. W.C. Owen Avenue: This arterial road marks the eastern edge of the San Juan Neighborhood District and the western edges of the Central Business District and San Pablo Neighborhood District.
3. Francisco Street: This collector road serves as an edge between the Industrial and Wholesale District and San Pedro Neighborhood District.
4. The Alverde Avenue Canal: The Alverde Avenue canal is one of the most visually impacting edges within the CRA. It creates a northern boundary to the Industrial and Wholesale District as well as the San Pablo Neighborhood District and provides a southern edge to the Central Business District and San Pedro Neighborhood District.
5. Aztec Avenue: Provides a northern edge to the Old Airport Industrial District and Southern Boundary to the San Juan San Pablo Neighborhood Districts as well as the Industrial and Wholesale District.

Figure 3.8
Edges



Objectives:

- Visually enhance the transitional experience traveling from one district to another.
- Provide landscaping and screening to act as buffers for more intensive use Industrial/Commercial Districts to adjacent Neighborhood Districts.
- Reinforce District identities by creating aesthetically pleasing transitional areas and boundaries to neighboring areas of different character where appropriate.

Proposed Elements

Screening

Walls, landscaping and fencing should be an integral part of district edges. Screening will help to define boundaries and provides visual element that marks a boundary of a district and protects the district's identity as well as the identity of the adjacent district.

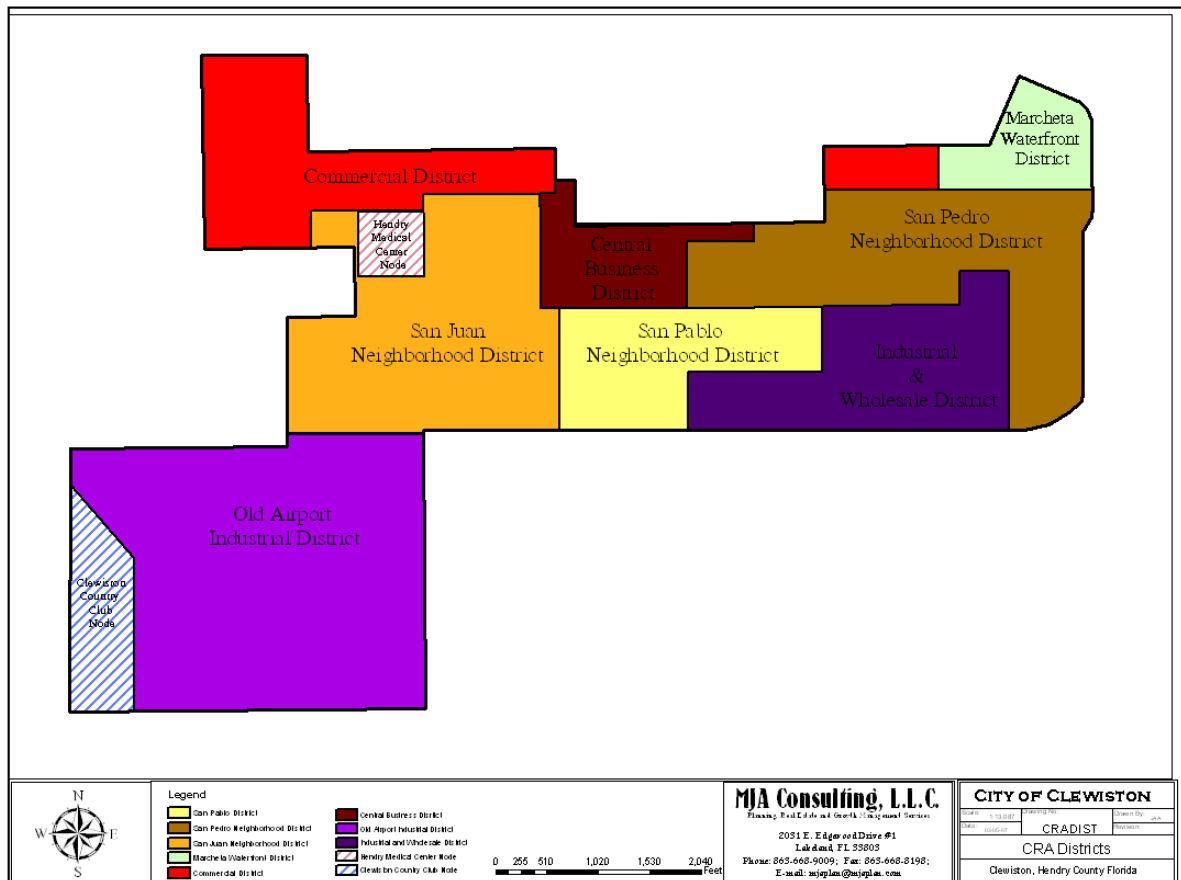
Plantings and Landscaping

Plantings and landscaping provides an opportunity to reinforce Clewiston's connection to the agrarian countryside while enhancing transitional areas between districts. Trees and other landscaping should be located on both sides of the edge corridors and canals where possible in order to either screen or enhance edge areas.

Districts

The CRA includes of eight Districts: The Commercial District, Marcheta Waterfront Commercial District, Central Business District, San Pedro Neighborhood District, San Juan Neighborhood District, San Pablo Neighborhood District, Industrial and Wholesale District and the Old Airport Industrial District.

Figure 3.9
Clewiston CRA Districts



These eight districts can be put into three District Categories: Business Districts, Traditional Neighborhood Districts and Industrial Districts.

Business Districts: Central Business District, Commercial District and Marcheta Waterfront Commercial District

The Business Districts are urbanized areas of primarily mixed use. The business districts, linked by the Sugarland Highway corridor should create a flow of commercial activity that draws commerce to and from the Central Business Districts to the Marcheta and Commercial Districts. Downtown plans are based on conserving, completing or creating compact urban structure. The downtown is defined by a long pedestrian shed of a ½ mile, elongated to follow important commercial corridors. Downtown should be the location of large commercial and retail uses as well as government and other civic institutions of regional importance. The edges of the Business Districts should blend into the adjacent neighborhoods without a buffer.

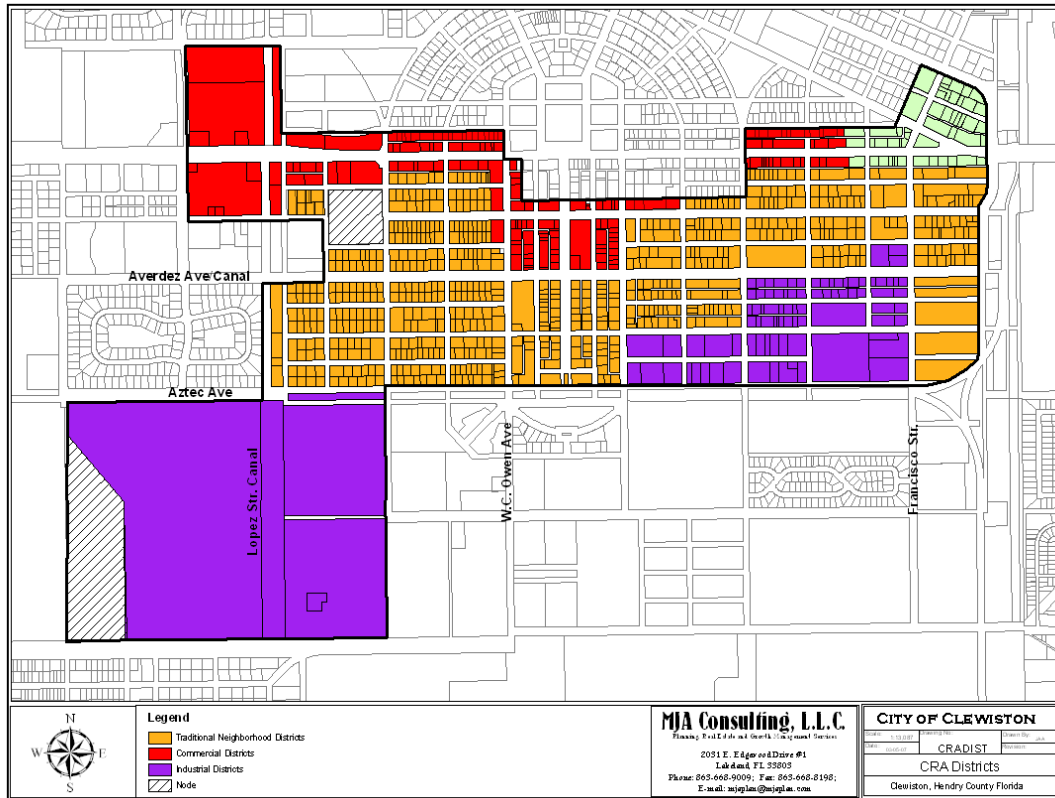
TND (Traditional Neighborhood Districts): San Juan, San Pablo, San Pedro Neighborhood Districts

TNDs are urbanized areas that are primarily residential. Neighborhood Plans shall be based upon conserving, completing or creating walkable urban structure. The neighborhood should be defined by a pedestrian shed. A pedestrian shed is ¼ mile in radius or a five minute walk. Site design factors emphasize pedestrian access, public spaces, a sense of place, a pedestrian experience, character and quality, architecture and sustainability.

Industrial Districts: Old Airport Industrial and Industrial and Wholesale Districts

The Industrial Districts are more intensive use districts. The nature of these districts requires special consideration in regard to their relationship with other districts within the CRA. Industrial uses generate more noise, pollutants, dust and debris, and have special requirements such access to rail and heavy transport. These intensive use requirements, to a large degree, make the industrial districts to be independent of other districts within the CRA. In order to protect adjacent neighborhood districts and nodes, more defined district edges and screening is required.

Figure 3.10
CRA Three General Districts



Implementing the Framework

The Community Redevelopment Plan as shown presents a composite of the neighborhoods, town center, SIS as envisioned for the CRA. It highlights where higher density and intensity redevelopment is most likely to be beneficial for local governments, acceptable to the public and successful from a business perspective.

Conclusions

The Clewiston development pattern has been influenced by John Nolen. Successful redevelopment efforts will build on existing development pattern, preserving established neighborhoods while channeling growth into areas in which it can be appropriately accommodated.

The Community Redevelopment Area was analyzed for place legibility. The Consultant was able to isolate distinct features of a city the many unique elements as a network of **paths, edges, districts, nodes, and landmarks**. First, paths are channels by which people move along in their travels. Examples of paths are roads, trails, and sidewalks.

The edges are all other lines not included in the path group. Examples of edges include walls, and canals. Next, districts are sections of the city, usually relatively substantial in size, which have an identifying character about them such as a neighborhood. The fourth element, nodes, is points or strategic spots where there is an extra focus, or added concentration of city features. Prime examples of nodes include a busy intersection or a popular city center. Finally, landmarks are external physical objects that act as reference points. Landmarks can be a store, mountain, school, or any other object that aids in orientation when way-finding.

Redevelopment should be organized around the existing system of neighborhoods districts. Taken together, these factors provide a framework for redevelopment, identifying the geographic areas where higher densities and intensities required for continued growth can be best accommodated. Responsibility for incorporating this framework into countywide and local planning activities needs to be identified, with the voluntary participation of local governments, agencies, and other stakeholders